VALVE CONFIDENTIAL

VALVE CORPORATION

DOTA 2

COUNTER STRIKE

TEAM FORTRESS 2

PORTAL

HALF-LIFE

LEFT 4 DEAD

350 Employees

Located in Seattle, WA

Developer of top-selling games franchises

Creator of STEAM® – the largest PC game distribution service

STEAM: A DISTRIBUTION PLATFORM

With 5000+ games across PC, Mac & Linux – Steam is among the largest digital distribution platforms.

Nearly all Game Developers and Publishers sell content through Steam.

Steam Store: http://store.steampowered.com

STEAM: A WORLD-WIDE MARKETPLACE

25 Million Daily Active

50 Million Monthly Active

13.5 Million Concurrent

2 Billion Minutes Played Per Day

25 Languages

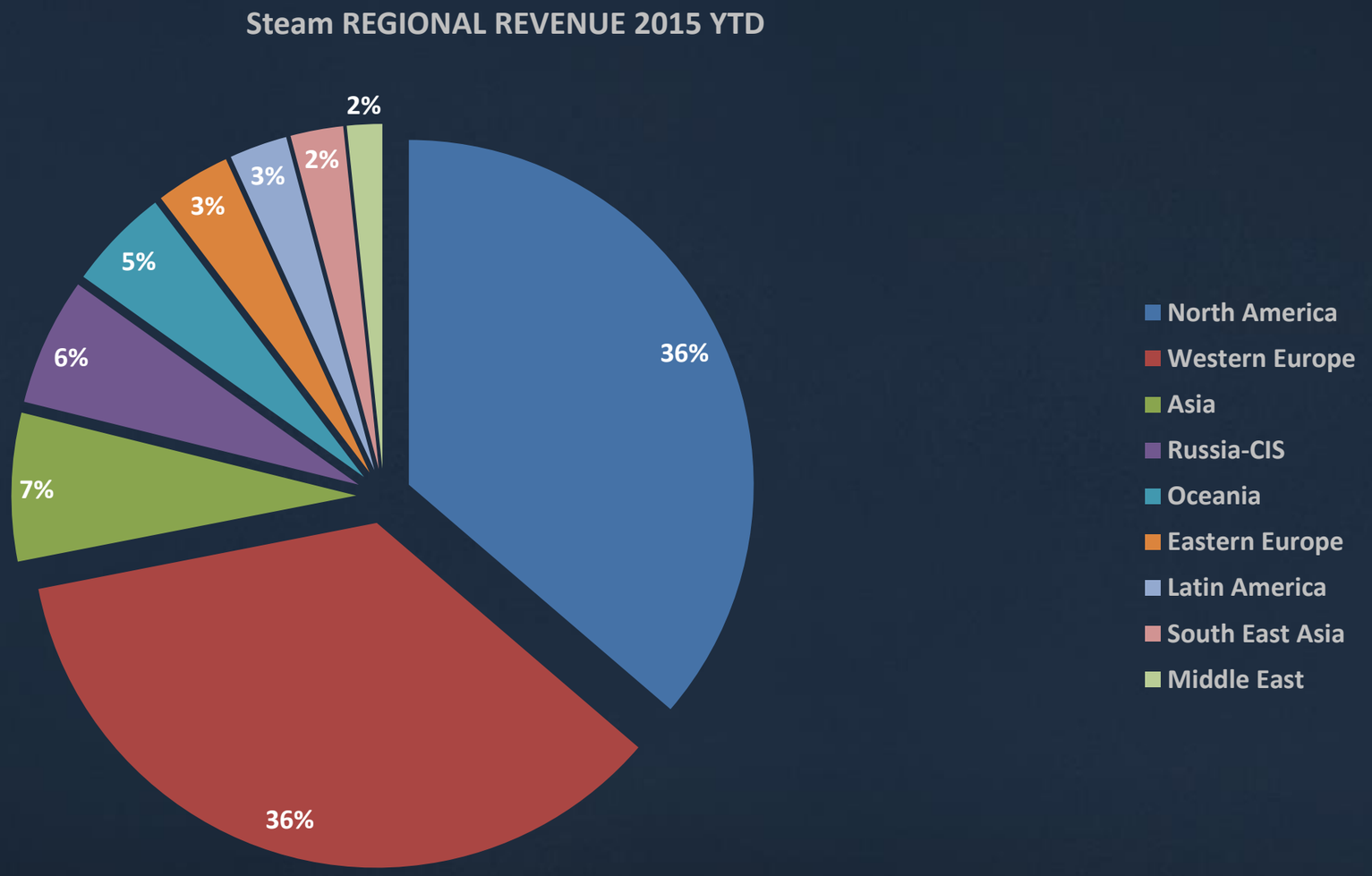
23+ Local Currencies

Over 50 Payment Methods

Global Content Servers

HOW IS STEAM GROWING?

WORLD-WIDE STEAM SALES BY REGION 2015 YTD

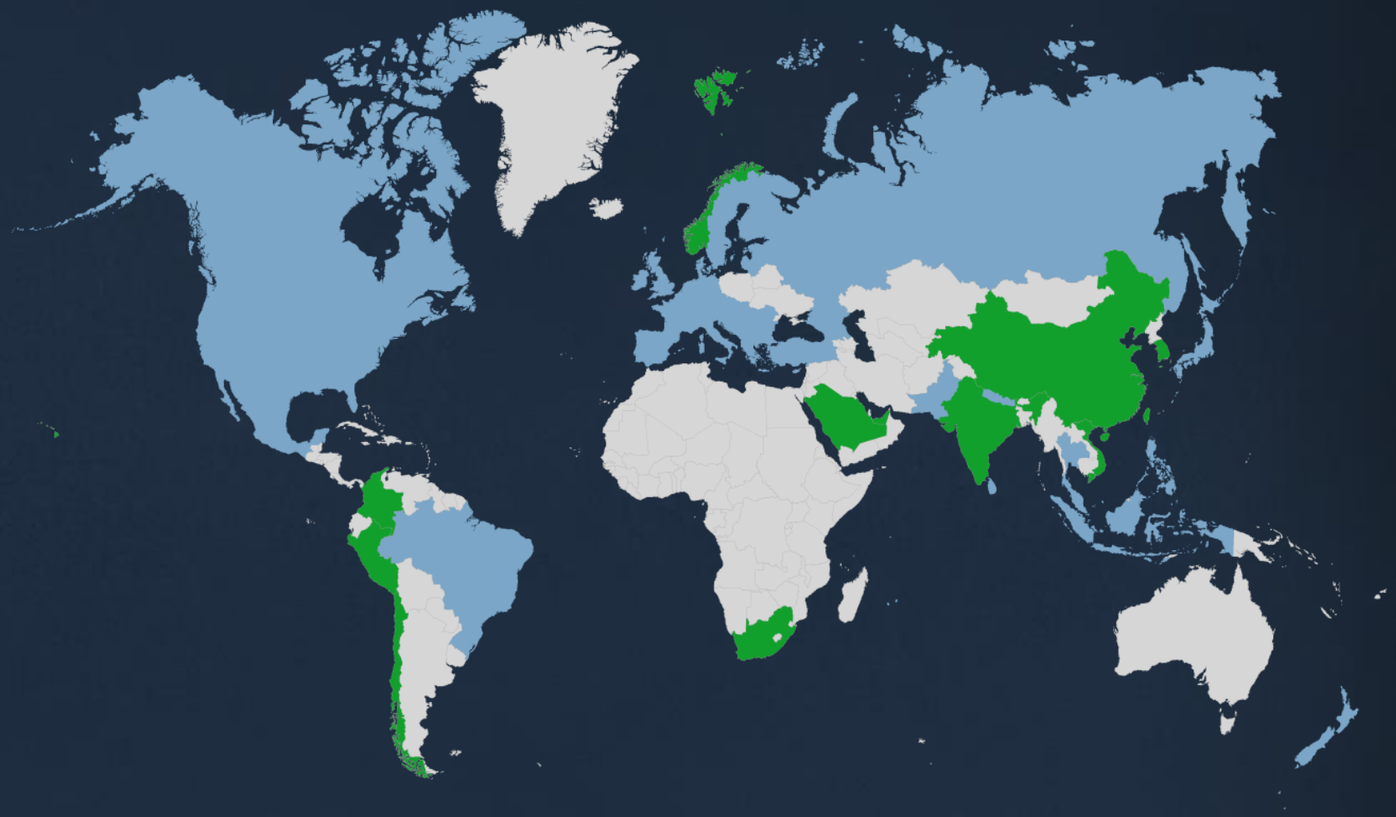


NEW CURRENCIES

Established Currencies:

€, $, £, R$, ₱, ¥, ฿, CA$, kr, Mex$,

₱, RM, Rp, S$, NZ$



New Currencies for 2015:

- India
- South Africa
- Saudi Arabia
- UAE
- China
- Taiwan
- South Korea
- Hong Kong
- Vietnam
- Chile
- Peru
- Columbia
- Switzerland

Note: All un-highlighted territories transact in USD

STEAM IN YOUR LIVING ROOM

We've partnered with major PC manufacturers, including Dell & Asus, to launch Steam Machines – video game consoles for the living room.

Steam Machines enable customers to play their games from the comfort of their couch without requiring a mouse/keyboard.

Launched November 2015

STREAMING VIDEO ON DEMAND

MOVIE & TV SERIES ON STEAM

- Cross-platform playback on Windows, Mac OSX, Linux, Steam OS and Steam Link
- Adaptive Streaming automatically adjusts playback quality based on available bandwidth
- Closed Captions / Subtitles supported with FCC compliant caption formatting options
- Steam integration including watch time, discussions, reviews and trading cards.
- Industry standard DRM encryption using Google Widevine
- Alternate audio and video tracks for languages, alternate angles, aspect ratios, commentaries, etc.
- Purchase and Rental Transaction Models

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STREAMING VIDEO ON DEMAND

UNIQUE OPPORTUNITIES

Direct Access to Your Community
- Discussion Groups
- Updates on new products
- New entries in series

Set your own prices and promos

Real-time Financial tracking

Game & Bundling opportunities

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STREAMING VIDEO ON DEMAND

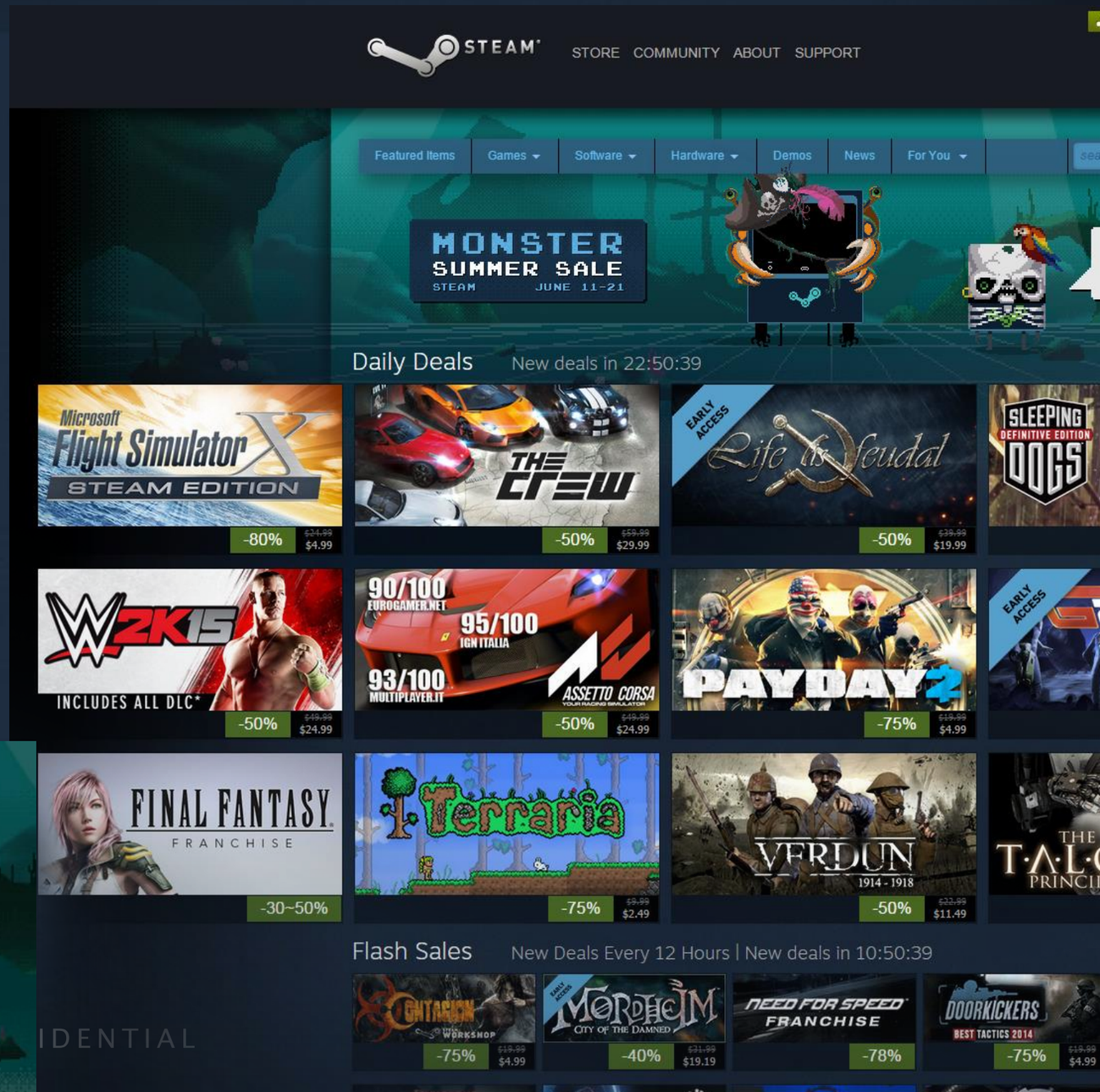
SALES AND PROMOTIONS

Biannual Storewide Events
Summer and Winter

Curated Weekly Promotions

Self-Serve Weeklong Sales

No Participation Required

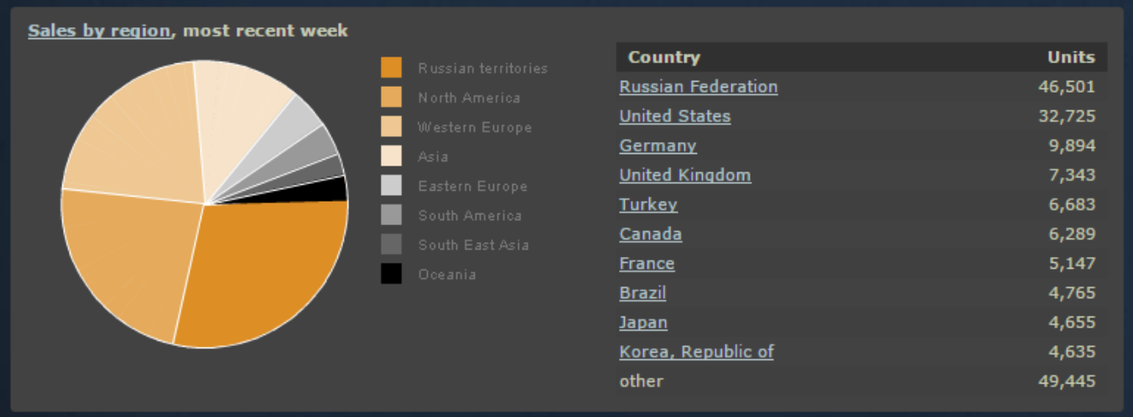


REAL-TIME SALES DATA

Updated in real-time

Informs and improves marketing decisions

Paid out monthly for trailing period

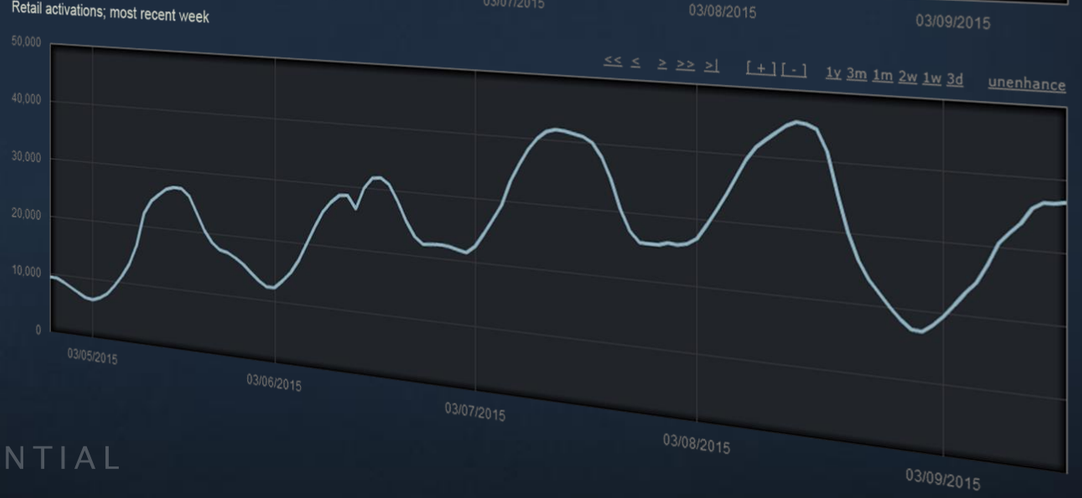


Country	Units
Russian Federation	46,501
United States	32,725
Germany	9,894
United Kingdom	7,343
Turkey	6,683
Canada	6,289
France	5,147
Brazil	4,765
Japan	4,655
Korea, Republic of	4,635
other	49,445

Steam sales	$100,701,811	(This region accounts for 45% of all Steam sales)
Steam units	4,059,367	
Retail activations	3,649,329	(This region accounts for 19% of all retail activations)
Total units	7,708,696	

View most recent: today | yesterday | 1 week | 2 weeks | 1 month | 3 months | 1 year | all history | custom | (3/2/2015 - 3/8/2015)

	most recent week	Daily average during period	Change vs. previous period	previous week	Previous daily average
Steam revenue	$1,174,867	$167,838	+12%	$1,045,019	$149,288
Steam units	64,013	9,145	+12%	56,757	8,108
Retail activations	24,892	3,556	-16%	29,442	4,206
New users	22,182	3,169	-11%	24,714	3,531

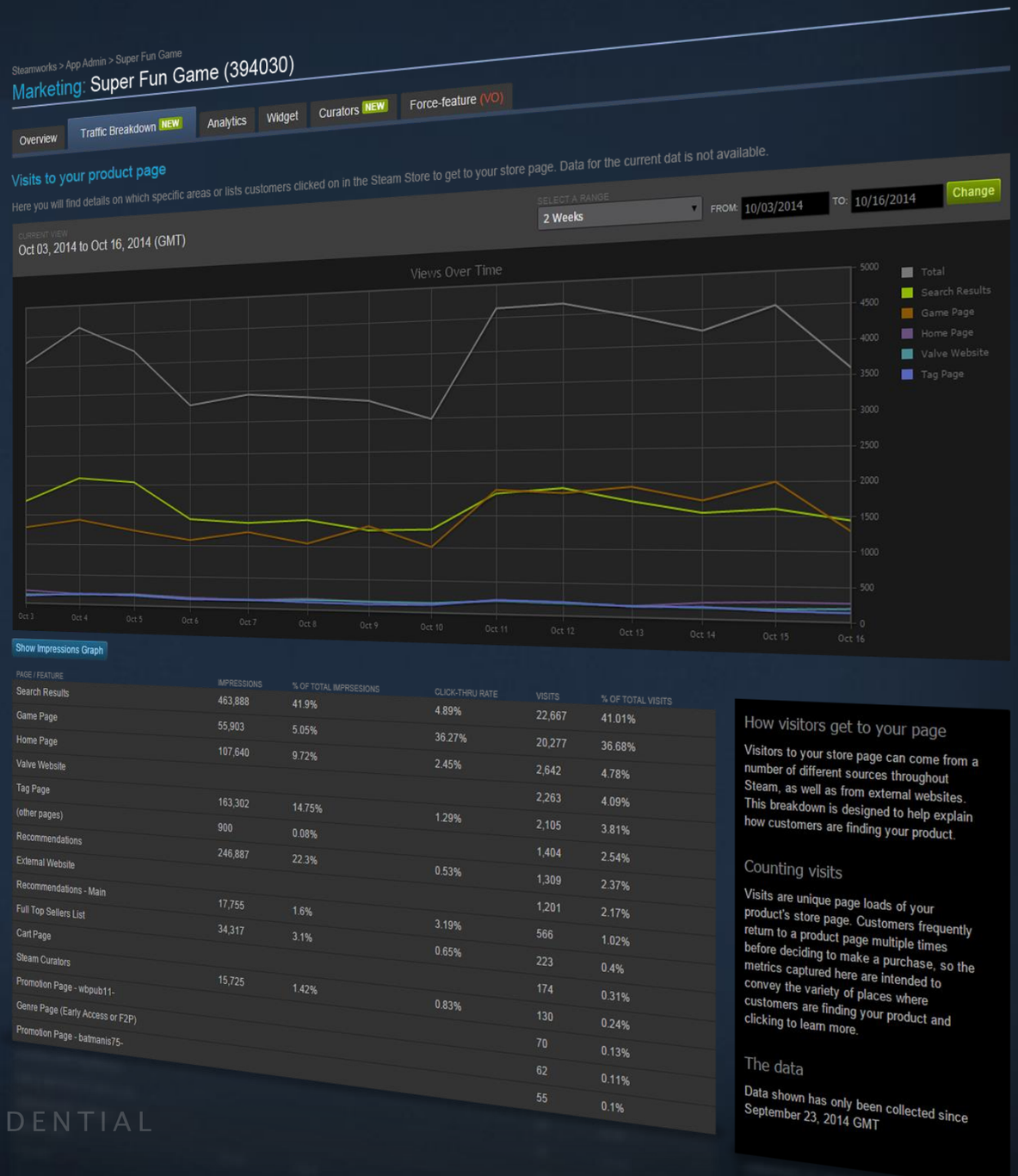


STREAMING VIDEO ON DEMAND

VISIBILITY DATA

Real-time Per Product Data for

- Brand Impressions
- Click-throughs
- Internal referrers
- External referrers



DESIRED CONTENT

Worldwide rights
- No exclusivity required

70/30 rev share
- No transaction fees
- No marketing costs

Appropriate for Steam Community

Further Opportunities on Steam

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STREAMING VIDEO ON DEMAND

ENGAGING USERS

Steam Trading Cards

Collect, Trade, Sell

No integration necessary

Incremental revenue from Market Sales

THE STEAM UNIVERSE IS EXPANDING

VIRTUAL REALITY

- VR is the next Interactive content type
- Partnered with HTC to launch the Vive, the first headset using SteamVR technology
- Valve provides APIs (OpenVR), tools, standards & resources for development across all VR headsets.
- HTC Vive Available Winter 2015
  - Dev kits shipping now!

VIRTUAL REALITY – HTC VIVE

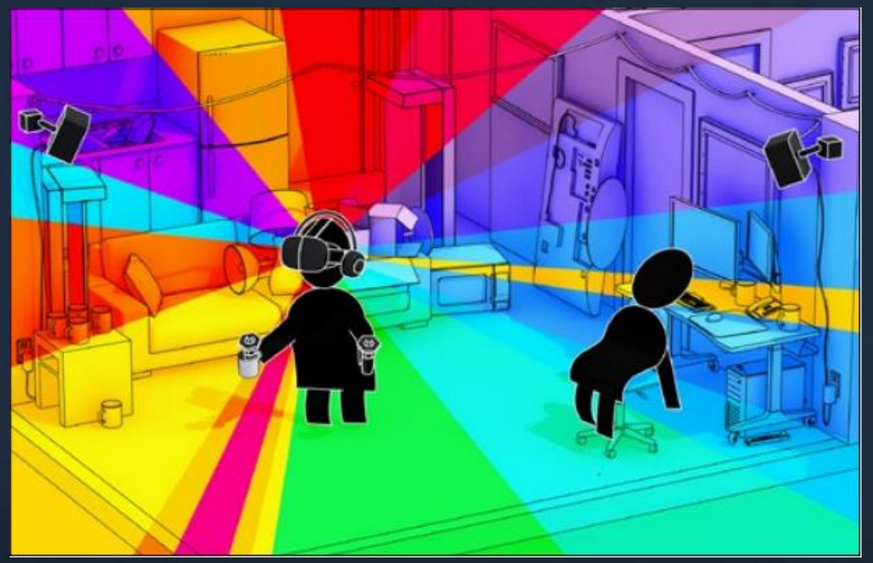
HOW IS THIS DIFFERENT FROM OTHER VR?

ROOM SCALE VR

- 360 degree tracking at very precise accuracy
- Allows the user to walk around the experiences
- Multiple users & objects can be tracked within same space

INPUT

- Same tracking as the headset
- Two controllers
- Natural arm motion + button input



STEAM LINK

The easiest way to bring your existing Steam content into the living room.

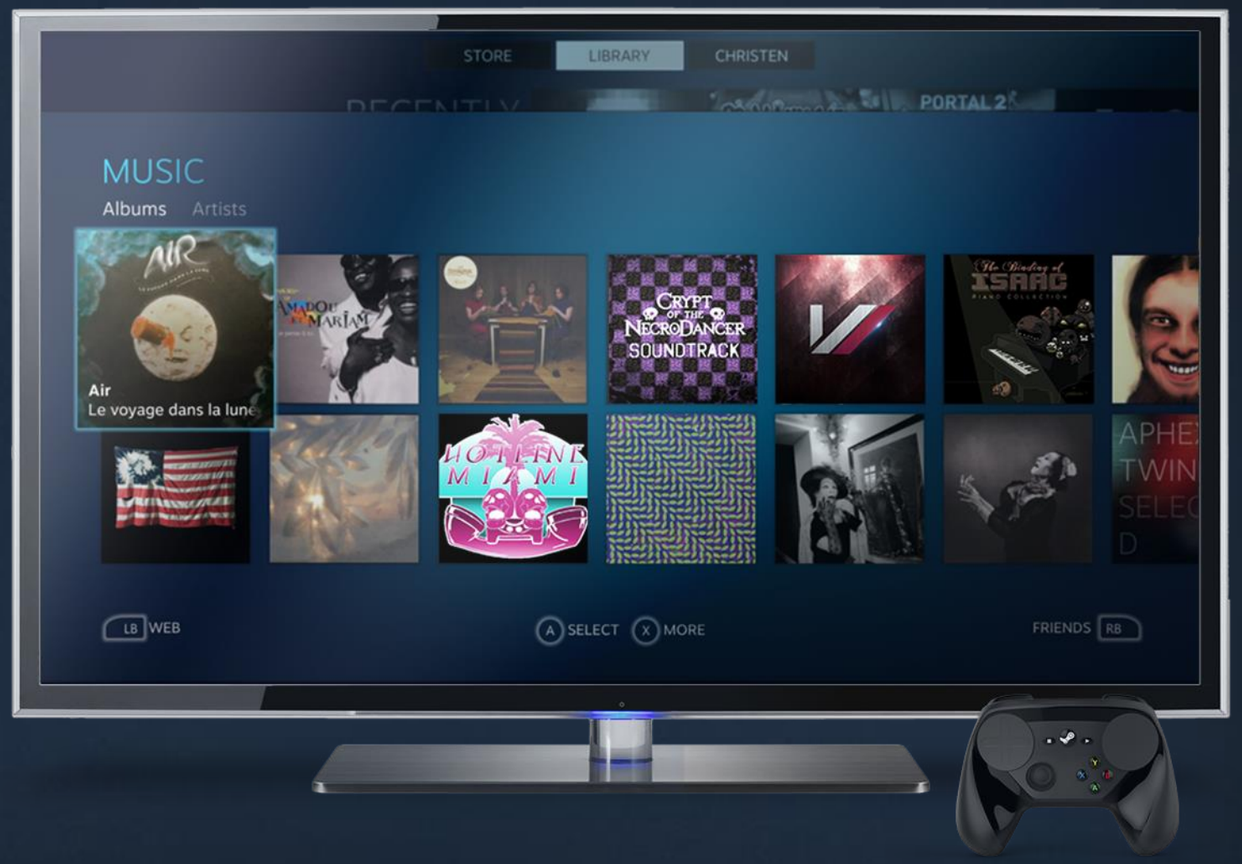
Connect Steam Link to your TV and home network. It will automatically discover any computer running Steam on the same network.

Launched November 2015

MUSIC PLAYER SUPPORT

With the launch of Steam Machines, We will support integration of music content across the platform. Customers can access their local music and listen to it through Steam.

Steam is also in discussion with major music streaming services to enable them to reach customers through Steam.



Thank You

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